



Haydn Cutler Company

May 8, 2019

Planning & Zoning Commission
City of Benbrook
911 Winscott Road
P.O Box 26569
Benbrook, Texas 76126

Re: Alterations to a Non-Confirming Sign- Written Narrative

Planning & Zoning Commission,

This narrative is in reference to the existing pylon sign that provides signage for the shopping center located at 9461 Benbrook Boulevard. The sign has been in place, in its current condition, for decades and in need of significant repair. The following is a list of items that we intend to complete if approved for the alterations:

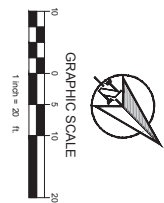
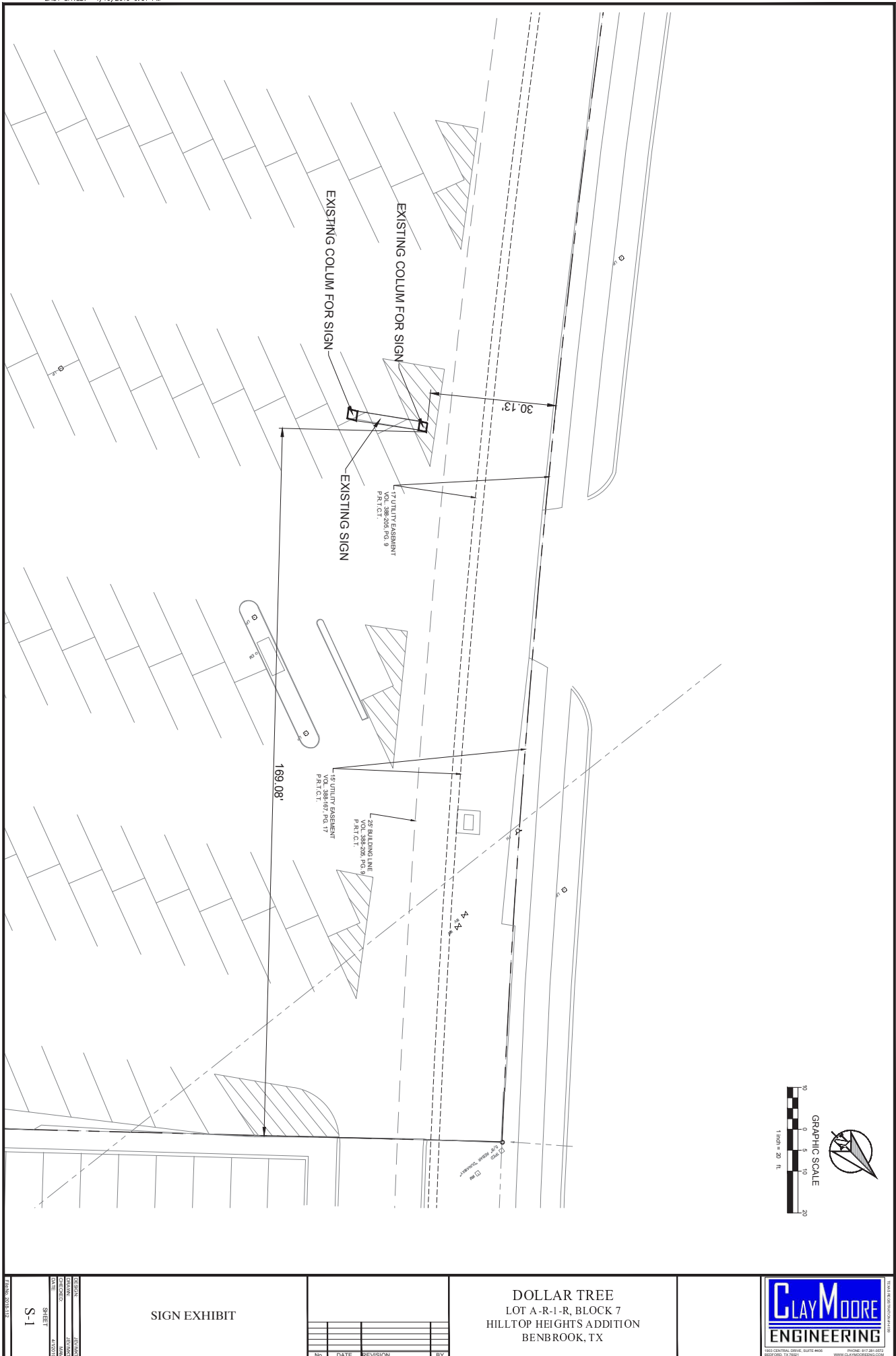
- Rework existing sign cabinet which currently houses the shopping center name, Benbrook Plaza, into two separate cabinets for future tenants' use
- Add a new, updated, sign band along the top with the shopping center name
- Add stone along the columns to match the building exterior remodel of the shopping center which is currently in process
- Add a landscape island at the bottom of the pylon sign to add warmth to the existing sign
- Rework electrical to provide lighting to all of the panels on the sign

The alterations are not intended to increase the square footage of the existing signage area. Although the sign currently sits in non-conformance of the existing signage code this sign provides signage for one of the largest shopping centers within the city's limits at over 70,000 square feet of retail space. Given the buildings, that are not owned by the owners of the subject center, that exist in front of the shopping center, such signage is vital to draw new tenants and the success and visibility of the existing tenants in the center.

In discussion with city staff, it is our understanding staff is working to create signage code that takes into account larger scale developments, similar to the subject tract, that provides adequate signage for the tenants within the shopping center.

Respectfully,

Matt Jamesen



No.	DATE	REVISION	BY

DOLLAR TREE
LOT A-R-1-R, BLOCK 7
HILLTOP HEIGHTS ADDITION
BENBROOK, TX

SIGN EXHIBIT

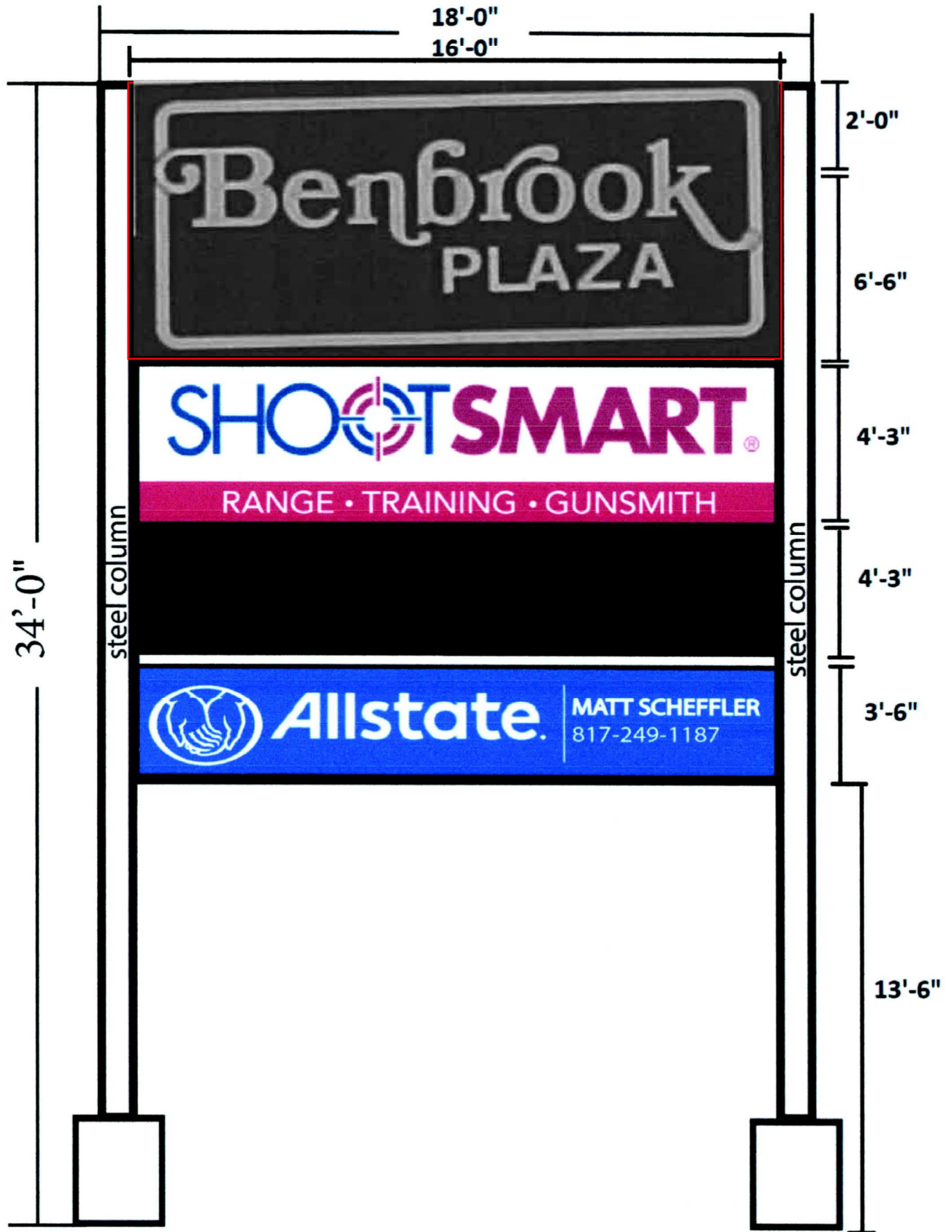
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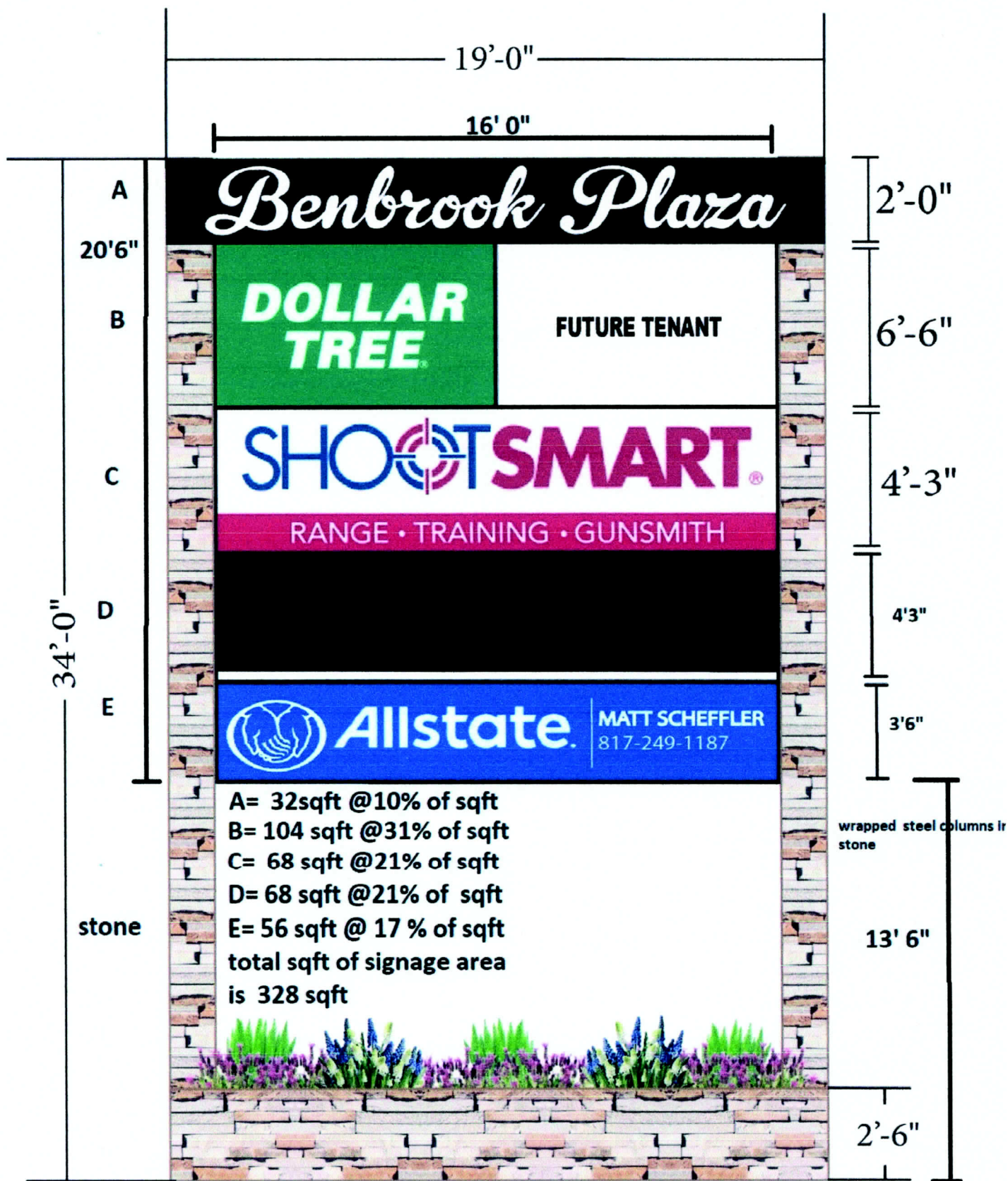


CLAY MOORE
ENGINEERING

1903 CENTRAL DRIVE, SUITE #400
BEDFORD, TX 76021

PHONE: 817.281.0572
WWW.CLAYMOOREENG.COM







Aerial

N



ZBA-19-01 - Request to authorize
the alteration of a non-conforming sign

Location:
Benbrook Plaza
9441 Benbrook Blvd

Applicable Ordinances

17.100.100 [Non-conforming] Signs

The lawful location and maintenance of commercial signboards and billboards existing at the time of passage of this Ordinance may be continued, although such use does not conform with the provision hereof, provided, however, that no alterations are made thereto and provided, however, any sign installed and in use prior to the enactment of this Ordinance will not be restricted by the Ordinance so long as its location, height, basic construction, message and other significant characteristics remain unchanged. Any sign in any zoning district which is rebuilt, relocated, modified, enlarged, extended, altered other than by normal maintenance to the configuration existing at the time of enactment of this Ordinance shall be regulated by this Ordinance.

17.08.020 - Definitions

“Sign, non-conforming” means any sign that was lawfully constructed and maintained prior to the effective date of [Title 17 – Zoning of the City of Benbrook] and which does not conform to the requirements of [Title 17].

“Sign alteration” means any change of copy, sign face, color, size, shape, illumination, position, location, construction, or supporting structure of any sign.

17.92.030. K.2 – Administrative procedures [Sign Ordinance]

The [Zoning Board of Adjustment] shall have the following powers:

2. To authorize the alteration or reconstruction of a nonconforming sign provided such reconstruction does not, in the judgment of the board, increase the degree of nonconformity of the sign and that the long-term goal of bringing signs into compliance is achieved.